

February, 1957

the Canadian

Realtor



Canada's Parliament Buildings, Ottawa—O.A.R.E.B.'s Convention City.

First Annual Co-op Review

page 4

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CANADIAN REALTOR—FEBRUARY, 1957

the Canadian Realtor



★ "It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."—Charles Dickens.

★ Has the time come to start easing up on monetary restraint?

★ Ottawa's pundits are deeply divided. The monetary authorities flatly say "no". Some of Mr. Howe's disciples say "yes".

★ A month ago Mr. St. Laurent told the construction men that 1957's investment program would be up 12½ per cent over 1956's total of \$7.7 billion. That would bring it to \$8.7 billion. The 1957 total is put at \$8.5 billion by the survey.

★ The new high figure for 1956's accomplishment is only one per cent less than the amount that had been planned. But it doesn't mean that the work put in place came up to plan. It didn't.

★ More than a quarter of the increase in capital spending was eaten up in higher prices; the 1956 increase over 1955 was 17 per cent in volume and seven per cent in price.

★ Given these new facts, the two arguments about tight money sound like this:

★ 1) The "Time to Ease Up" View: The new survey of new investment plans means only a "moderate" 1957 increase over the pace we hit in the second part of 1956. The pressure on the economy is easing.

★ To maintain the pace of development, the supply of money should be eased before slackness develops—not after. You can already see we'll have more unemployed this year than last.

★ 2) The "Hold Tight" View: The one thing we don't want is "to maintain the pace of development" at 1956's breakneck rate. You always get this sort of talk at this time of year. It's just a "January thaw".

★ If the price of capital expansion increased by seven per cent last year, the overall price increase (as shown in the GNP) was four per cent.

★ Unless we can slow down, prices will rise as much this year; and if that isn't inflation, what is?

—From the Financial Post

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First Annual Co-op Review

For the first time we have comparative statistics to show us which way we're going on co-op. Next month we'll revert to giving the monthly totals, but for this special co-op feature you'll see by the co-op statistics table that we've given comparative figures for 1956 and 1955 gross sales totals, percentage of listings sold and the rank of member Boards in relation to percentage of their listings sold. In addition there are columns for total listings sold, as well as average price of property sold on co-op. As years go by this latter should be a revealing figure.

For lack of space there's no column giving December gross sales, but anyone can figure them out by subtracting the November totals appearing in the January issue, from the yearly gross totals.

We're hipped on statistics this month, but they can be very revealing, so here goes for some more:

1) In 1954 our gross sales totaled \$116,792,702. In 1955 they were \$166,866,570, and in 1956 they were a whopping \$251,591,079. This means that the increase in 1955 over 1954 was 42.8 per cent, and in 1956 gross sales increased 50.8 per cent over 1955.

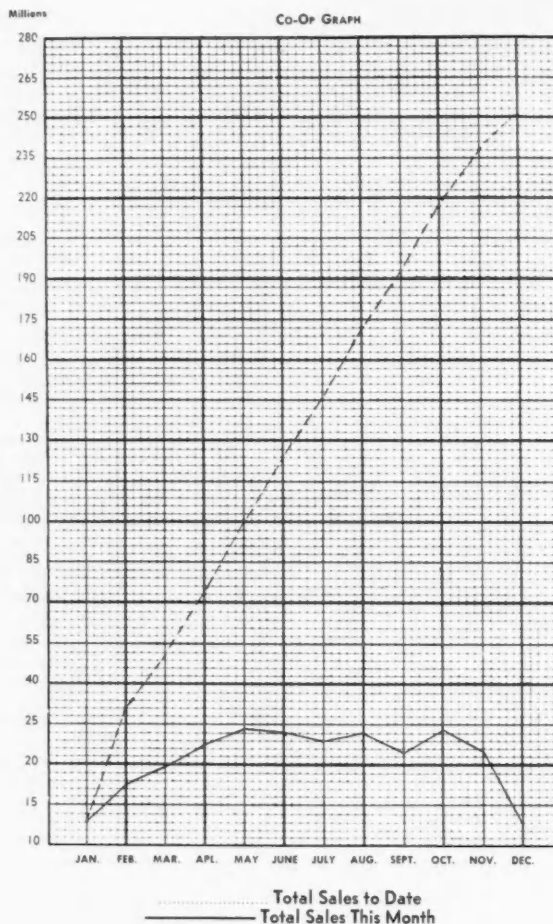
2) In 1955 our overall percentage of listings sold was 30.16 per cent and in 1956 this increased to 36.82 per cent. That means we bettered 1955's performance by 22 per cent.

3) Concerning gross sales again, sales per month averaged out to \$13,905,547 in 1955, but rose to \$20,965,923 during 1956.

The new column in the table, noted above, on average prices of property sold on co-op, shows the majority of Boards with averages between \$8,000 and \$12,000. Montreal's is the most radical, with an average of over \$25,000. It should be pointed out that though these figures are averaged, they aren't weighted mean averages. In other words, one or two very large sales can alter the figure to the point where it doesn't reflect the true average for the majority of sales by the Board.

Below we have articles from a number of well-known realtors who are also great believers in co-op. We tried to get material from some members who aren't yet sold on co-op, but for some reason or other they were reluctant

Phil Seagrove, better known as "Mr. Co-op", with the first annual review of co-op operations across the country.



to put their opinions down on paper. To save our coverage from being simply a eulogy to co-op, some of the writers

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have endeavored to discuss its drawbacks. We'd like to make it clear that we'll welcome any articles or questions from members who don't think all is rosy in co-op. But we think that the following pieces will provide encouragement and information to those working on or contemplating co-op for their Boards, and will also refute some of the objections raised by those not quite sold on the idea.



Main Link In Chain of Progress

by Arthur B. Jacobson
President, Vancouver Board

I consider co-operative listing the main link in the chain of progress required to elevate the real estate business to the plane on which, I am sure, we would all like to see it.

First, because it earns for the Boards funds needed to make progress in public relations through proper advertising and publicity, education, etc.

Second, because through co-op listings the members work out sales jointly and thereby have the opportunity to know each other.

Third, because the co-op listing is doing a good job for both vendors and purchasers. This is substantiated by the steady increase in sales made through the co-op listing all across Canada.

Fourth, because the co-op listing, with its usually-increased commission, is a strong drawing card in building larger memberships and hence stronger Boards.

Co-operating, we will go forward; alone we will stand still.

Negative Attitude Destructive

by Jack Rich
Past President,
Calgary Board Co-op.



I am an enthusiastic supporter of the co-op system. It has been a wonderful asset to our company and our local Board. There are many benefits to the public, to brokers and salesmen and the business as a whole, that are not possible without this method. I could enumerate these benefits and present positive proof, but the co-op system is now so wide-spread that most people in the real estate

business must be familiar with these things, or can easily obtain the facts. The results are so definite that it is difficult to understand why every broker and salesman does not favor this system.

However, there is an old saying that there are two sides to every question, so let us take a look at the objections.

Usually heading the list is the statement that a saleable listing, if taken as an exclusive, will return more money when sold than if placed on co-op and sold by another company, thus returning only the listing commission. This is true, but if all brokers took this attitude there would be no co-op with its resulting benefits. To offset this also is the fact that, on the average, one co-op listing in three is sold by the listing salesman, thus returning more commission than if it had been exclusive. Other objections can be advanced but if these are analyzed in view of the overall benefits they become disappearing factors.

The evidence is so greatly in favor of co-op that it is the duty of responsible people to forego immediate personal gain, forget petty prejudice, and assist in establishing this method in every major centre in Canada.

Over-Pricing Now Discredited

by Harry LePage
Toronto Realtor



Co-op has proved not only a benefit and service to the public, who are beginning to recognise it as a proper way of listing a home, but also a benefit to individual brokers in increasing their tied-up listings.

Not so many years ago, most of the brokers' listings were open listings, and now I would venture to say that over 50 per cent of all brokers' listings are exclusive or co-operative. The only difficulties that have been encountered have not been the result of the system, but rather a tendency of some brokers to ignore the rules and the proper ethics in handling and working co-op listings.

In the early stages, the tendency was to over-price these listings in order to secure a listing over some other agent. It took some brokers longer to find out that this practice boomeranged and lowered their status as broker in the eyes of the public, as well as costing money to advertise and eventually have the house sold by some other broker at the market price.

I believe that from now on listings will be more plentiful, and realtors will be glad to have the assistance of their colleagues in selling some of the houses that they have been advertising and have found hard to move.

The photo idea is certainly a big advancement in co-operative listing. It gives the realtor a first-hand view of the house together with all particulars, and helps him to recognise the possibilities of an offering to a prospective customer.

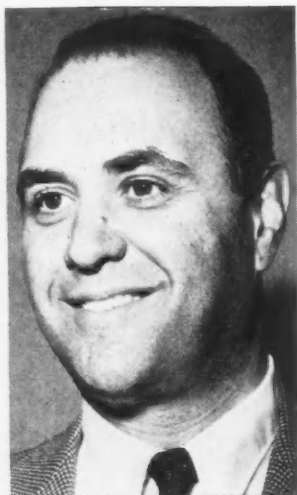
Some brokers worry about the percentage of their co-operative listings being sold by other realtors. This is a

situation that has to be watched and should spur the listing salesman to make a better effort to push his own co-operative listings before they are sold by a sub-broker. However, it is far better to have a house sold even by a sub-broker and receive a portion of the commission, than not to have it on the co-operative basis and receive nothing and have the property sold by another realtor or the owner.

I believe that the strength of the individual Boards, the provincial Associations and the Canadian Association, been greatly built up in the public's mind. I believe that the co-operative listing system has developed the real estate business into a profession and I believe that the standing of the real estate broker has been elevated in the public's mind, to the highest point since the formation of real estate Boards. During the next five years, I expect to see even a greater appreciation by both the public and the realtors as to the many benefits of this listing system.

Co-op Engenders Mutual Trust

by Bert Katz, Ottawa
Past President, O.A.R.E.B.



Without qualification or reservation I say that co-op is the greatest thing that ever happened to the real estate business. There are a number of reasons why I believe this to be so, but for the sake of brevity I shall mention only what I consider to be the three most important.

First, by bringing real estate offices together in day-to-day contact in the conduct of co-op business it engenders a greater sense of trust and co-operation between brokerage offices than has ever before existed.

Secondly, it has earned money for individual boards in amounts never before envisaged and enabled them to plan educational programs and provide services for the members which it would be impossible to contemplate without this revenue. Stronger and richer boards mean in turn more effective provincial and national associations.

Third, it provides the buying and selling public with a wider real estate market than ever existed before. Today when a customer walks into an office which participates in a co-op system he gets a more representative sampling of what is being offered in that particular community than was formerly possible. Similarly, vendors offering their property are able to reach a much larger number of potential buyers. This more effective merchandizing service has, I believe, enhanced the role of the broker in the eyes of the public. We are doing an altogether more professional job.

Taking the Kink Out of Our Co-op

by Barney Clarkson, President
Sarnia-Lambton Real Estate Board

From its inception until two years ago our co-op group just managed to break even. Member brokers used it to list the houses they couldn't sell by their own regular listings and since most of us, as well as our salesmen were aware of the fact, sales were few and far between.

We were fortunate to secure the services of a good secretary who knows the real estate business, value of houses, and is a conscientious worker. We pay him a good salary and we feel that this is money well spent.

We use the picture co-op system and a copy is received by every member and his salesmen. At first, we paid a pro-photographer \$4.00 for taking a picture of each house and another \$4.00 to the printer to have it processed into copies with the picture on one side and information on the back. We charged the listing broker \$6.00 for listing so we were losing \$2.00 on every listing. To overcome this we bought a polaroid camera and since the secretary inspects every listing, he has charge of the camera and takes a picture of the property. The prints turn out as good or better than the professional and since it only takes one minute, if the first picture doesn't look good, another one is secured right on the spot. Very seldom is a second picture taken and these pictures are taken winter and summer, clear or cloudy weather. Last year we listed 209 properties. Since pictures now cost 20 cents instead of \$4.00, you can see that in this one item alone we saved close to \$800.00.

We had complaints that there wasn't enough interest shown in the listings when listed. We instigated an inspection service which is held every Tuesday and Thursday afternoon. Now when listings are received certain offices are called and told of the inspection. At first only three or four showed up but as time went on we have had as many as 16 brokers and salesmen turn up for the inspection. Recently we had to limit inspection to one from each office.

These inspections do three things: first, they let the vendor see that the co-op group is interested in his property; second, they acquaint several members with the listings; and third, they enable us to work our "star system".

Star System for Inspections

Our star system is simple and effective. When inspection is made soon after listing, each inspecting person is asked to jot down on a slip of paper what price he honestly thinks the house should sell for in today's market. These are collected by the secretary and averaged; and no matter how many put in their figures, nor how much experience they have had, it doesn't make much difference to the total. Because someone who is "green" puts in a high figure, another "green" one put in a low figure and so the average is about the same. We think we are good—of the last 100 houses sold, 71 were valued within \$500 of their last selling price and most of these may have been out only \$200 or \$300! A house that is listed within \$500 of our valuated sale price is a three star listing, within \$1,000 of the price of two star, and within \$1,500 a one star. These "stars" are just X's put at the bottom of the listing as a finish line—XXX—. Since the listing vendor is sent a copy of the picture co-op accompanied by a letter, it is impossible for him to understand what figure he should have listed his house for. Every broker and salesman can read the code and if

Co-op Statistics

Position as of Dec. 31st	Board		Gross Sales		Total Listings	Total Listings Sold	Percentage Listings Sold		Board Rank Percentage Listings Sold		Average Price of Property Sold on Co-op in 1956	Rank re Average Price	Population in Thousands
	1955	1956	1956	1955	1956	1956	1956	1955	1956	1955			
1	1	1	73,486,822	53,153,433	13,155	4,885	37.1	31.3	14	15	\$15,043	6	1,200
2	2	2	40,769,888	25,054,305	8,606	3,790	44.3	39.	7	5	10,757	13	225
3	3	3	32,832,131	24,793,750	9,504	3,129	32.9	25.	18	21	10,492	15	525
4	4	4	15,713,731	10,808,822	3,958	1,373	34.5	34.	17	8	11,444	11	170
5	5	5	14,451,463	10,119,575	2,564	985	38.4	49.6	11	1	14,570	7	220
7	6	6	13,945,178	8,408,000	3,519	1,378	39.1	45.2	9	2	10,120	20	390
6	7	7	9,464,035	9,002,208	1,287	367	29.3	30.	24	16	25,776	1	1,500
8	8	8	9,341,075	5,374,776	3,092	922	29.8	34.	23	9	10,131	19	210
9	9	9	7,105,767	4,965,850	1,400	668	47.7	45.	6	3	10,637	14	101
12	10	10	6,070,133	1,668,074	1,877	656	34.9	24.1	16	23	9,101	27	113
10	11	11	4,569,475	1,980,419	1,183	445	37.7	33.	13	11	10,268	18	57
—	12	12	3,449,013	1,379	388	28.1	25	8,889	29
11	13	13	2,405,107	1,860,758	595	284	47.7	42.	5	4	8,468	31	51
14	14	14	2,208,319	1,072,875	544	211	38.7	30.	10	17	10,466	17	175
15	15	15	1,961,305	500,000	724	228	31.4	23.	19	25	8,602	30	70
13	16	16	1,814,838	1,440,415	195	118	60.5	10.	2	29	15,338	4	10
15	17	17	1,703,263	750,000	331	101	30.5	21.	22	27	16,864	2	48
16	18	18	1,603,742	673,400	218	168	77.1	37.	1	6	9,546	23	13
17	19	19	837,725	651,670	289	80	27.6	25.	27	22	10,471	16	50
18	20	20	818,421	534,285	217	82	37.7	34.	12	10	9,980	21	45
21	21	21	757,656	444,550	278	78	28.0	30.	26	18	9,649	22	40
20	22	22	715,240	446,700	276	59	21.3	22.	31	26	12,122	8	46
22	23	23	553,140	361,350	213	67	31.4	33.	20	12	8,255	32	23
—	24	24	551,600	152	60	39.4	8	9,193	25
27	25	25	546,840	180,950	137	34	24.8	18.	29	28	16,084	3	35
25	26	26	415,256	279,200	108	53	49.	33.	4	13	7,835	34	38
—	27	27	336,950	71	22	31.	21	15,316	5	40
26	28	28	303,300	258,550	64	33	51.5	25.	3	20	9,190	26	36
29	29	29	276,900	140,000	160	31	19.3	10.	32	30	8,932	28	40
23	30	30	239,350	350,000	133	30	22.5	35.	30	7	7,978	33	50
30	31	31	183,500	139,000	154	41	26.6	32.	28	14	12
28	32	32	180,050	156,850	43	15	34.9	24.	15	24	12,003	9	25
24	33	33	338,050	28.	19
—	—	—	1,431,097	952,495	341	150	43.9	32.3	9,540	24	15
—	—	—	381,000	104	32	30.7	11,900	10	24
—	—	—	167,769	97	15	16.5	11,181	12
Totals.....			251,591,079	166,866,570	56,968	20,978	36.82 Average	30.16 Average			\$11,138 Average		

* Late Filing.

** No December Figures.

it is the listing broker's wish, he has a "lever" to go back to the listing vendor and get the price adjusted.

Another concession we gave was that if a listing was sold within 30 days the listing broker didn't have to pay the \$6.00 listing fee. Of the last 100 sales, 61 were sold in 30-day period. All our listings are taken for a minimum of 60 days.

We also held contests which gave us a spurt. We gave two points for a sale, one point for a listing, and a bonus point to the lister if the house was sold within \$500 of the listed price. Our last winner had 29 points.

To save our secretary work, we secured rubber stamps with each broker's name and address on it. Now he just stamps the envelopes instead of typing every one. Postage was getting to be a large item. We were sending listings out by first class mail in a No. 8 envelope and some were heavy because they contained up to 40 listing sheets. So we had plain brown envelopes with metal clasp printed with a "Sell Fast on Photo Co-Op" slogan, and now use a two-cent stamp. Now we save some \$50 on postage alone in one year.

Our city has a population of 45,000 and we have 20 members in our co-op with 55 salesmen. We run promotion ads in the paper in the real estate column when each listing is sold, also a prestige ad twice a month.

We know these ideas work and, just to prove it, we have money in the bank.

As
I
See
It

by Dick Whitney, Kitchener
President, O.A.R.E.B.



A co-op or multiple listing system is the backbone of any Board. A good co-op listing system always seems to mean a strong Board. Why? Because it furnishes funds with which the Board can publicize its efforts, improve its public relations, enhance individual ethics—and as a result help to professionalize our vocation. Secondly, a strong Board means a healthy broker-realtor relationship. Thirdly, service to members can be improved whereby they feel a part of a most worthwhile service to the public and to themselves as co-operative competitors.

The biggest weakness in the co-op system, as I see it, is the listing of the property unrealistically. John Q. Public naturally wants to obtain the best price possible for his property. The selling job starts right here—but many realtors, in order to get a listing, are inclined to evaluate the property at much higher than the market value. So we get a listing, but can we give our vendors the service they deserve and are paying for? High listing price—no offers! Let's face it. The old axiom of "a property well listed is half sold" still stands! If there isn't a sale, this service is not worth any price. On the other hand, no vendor needs to employ a realtor to help him give his property away.

The sooner we, as salesmen and brokers, forget about the other fellow getting the listing and give the vendor a fair and honest appraisal of his property, the better. If we all do this the public will respect our opinions. This is the type of service a vendor asks for and should ex-

pect from us. Don't forget the vendor pays our commission. This is our livelihood—let's make an honest living.



Valuable Tool Must be Worked

by Herbert R. Fullerton
Past President,
Vancouver Board

What is so good about "Photo Co-op"?

(a) It provides a central market place for the selling and buying of real estate in much the same way as a Stock Exchange provides a central marketing place for stocks.

(b) It benefits vendors, purchasers and real estate agents and salesmen by providing the vendor and the listing agent with the widest possible market and providing the selling agent and salesman and the prospective purchasers with the widest possible current selection of properties available, all in the most economical and efficient manner.

(c) It encourages friendly co-operation between those in the real estate business.

(d) It materially assists the Board practising it to establish and enforce a high code of ethics and standards of business among its members, because suspension or expulsion means the interruption or end of the multiple listing service for the offending member.

(e) It increases the earnings of members.

(f) It provides a substantial source of revenue for the real estate Boards that have it, enabling them to hire adequate staffs and to provide many desirable facilities and services to members that they would find difficult or impossible to provide for themselves.

(g) It increases Board memberships, thus assisting to spread the realtor's doctrine to the benefit of the business as a whole.

What is wrong with "Photo Co-op", if anything?

(a) Some of those who use it do not realize that while it is a most valuable tool, it is, in the final analysis, only a tool. It will not work by itself any more than the logger's power saw will fell a tree by itself. The tool must be used intelligently by a competent operator, kept in proper running order, and the workman must be prepared to do a day's work in order to permit the tool to produce the results of which it is capable.

(b) There are still some problems to overcome with respect to overpriced listings and other items; but in the comparatively short time the system has been operating in Canada the progress has been phenomenal and from now on we should have fewer problems in co-op, particularly if we all work at perfecting this fine service.

The terrific increase in co-op sales in Canada over the past five years and the continually increasing number of Boards providing this service to their members confirms my opinion that the successful introduction of co-op into Canada was the most important and significant development in the real estate business since the introduction of provincial licence legislation in those provinces that have it.

CANADIAN INSTITUTE OF REALTORS NEWS

By P. S. BEDFORD, President



What's New Since the Annual Meeting

This report will, in brief, cover the operation of your Institute since you were so ably informed by your past president, Jack Weber, at the Halifax Convention. At that time your representatives graciously elected me your president for 1957. I wish to express to you my sincere appreciation of the great honor you have conferred upon me. I was most happy to see Pat Harvey of Brantford, an indefatigable worker, was elected to the office of vice-president.

Probably the highlight of our first annual meeting in Halifax was the acceptance of the position of Honorary President of the Institute by our old friend Charlie Purnell, and the short address given later at luncheon by our top student in the correspondence course for 1956, Miss McLean of Ottawa. Miss McLean is a staunch supporter of the course and the Institute. In her most capable manner she passed on to those present her experiences in taking the course and her recommendations for improvement. We are very grateful to Miss MacLean for her remarks.

Elections

Since your Governing Council consists of 15 members of the Institute composed of three groups of five, each of which serves a term of one, two and three years respectively, it was necessary to elect five members at the annual meeting to replace those whose term of office had expired. Those elected to serve a three-year term were Murray Bosley, P. J. Harvey, B. R. Ker, P. A. Seagrove and Andrew Turpie.

In addition, J. F. Ritcey of New Brunswick was elected to replace C. E. Purnell, a former three-year term member who, as stated above, was appointed your Honorary President.

Your new Governing Council for 1957 will therefore consist of those just mentioned, plus the following:

1-Year Term

P. S. Bedford
Arnold Burn
R. J. Flatt
D. H. Koyle
Harold Mills

2-Year Term

Clair J. Cote
E. L. Boulton
J. F. Ritcey
E. J. Oliver
B. E. Willoughby

Along with these, J. A. Weber, as past president, and J. S. Stevenson, president of C.A.R.E.B., became ex officio members.

Correspondence Course

One of the major items of discussion at the meeting of the Governing Council was the best ways and means of conducting the Correspondence Course. Some members believed the interjection of lectures at the various universities would be an added improvement. This received a considerable amount of attention. Out of this discussion came a direction to the Education Committee to form a sub-committee to survey and report on the most effective and most acceptable manner of operation. This committee has now been selected and will function under the guidance of Murray Bosley. Those acting with Mr. Bosley are Ned Rhodes, Phil Seagrave and Bert Willoughby. The work of this committee will probably extend throughout the year, as it will entail a great deal of thought and time to accumulate the necessary data on which to base a sound recommendation.

In the period following the convention, your Education Committee has met on several occasions. Your Education Committee has met on several occasions. Your education sub-committee has been chosen and has convened to determine its course of action, and your first and second year classes of the correspondence course have been set in motion. I am very pleased to report there are 128 students enrolled in the first year course, and 60 in the second-year course, making a total enrollment for 1957 of 188 students.

Your 1957 Standing Committees are now completed and consist of the following personnel:

Executive Committee—P. S. Bedford, Chairman, P. J. Harvey, Murray Bosley, Harold Mills.

Education Committee—P. J. Harvey, Chairman, Murray Bosley, B. E. Willoughby.

Education Sub-Committee—Murray Bosley, Chairman, E. N. Rhodes, P. A. Seagrave.

Finance Committee—B. E. Willoughby, E. F. Coke, A. O. Meredith.

Ethics Committee—B. Russell Ker, Chairman, E. L. Boulton, Jack Kelly.

Admissions Committee—Governing Council.

Editorial Committee—E. N. Rhodes, Chairman, C. A. Fitzsimmons, Harold Mills.

Research Committee—Claire J. Cote, Chairman, Arnold Burn.

Rules Committee—Bert Katz, Chairman, George Whitney, Ernie Oliver.

These committees are being charged with specific duties and will report their progress at future meetings.

I regret it was not possible for all C.I.R. members to attend the Halifax Convention. To those of you who were unable to attend I would like to say we owe a great debt of gratitude to Jack Weber for the most able manner in which he guided the affairs of your Institute during his term of office. We were fortunate indeed in having him as our president.

I know you all will take a personal interest in furthering the progress of the C.I.R. in 1957. Your Executive Committee will be looking forward to hearing from you from time to time and to seeing you in Vancouver at the annual meeting next fall.

Beautiful Hawaii

Have your 1957 vacation there after the C.A.R.E.B. Conference in Vancouver

Planned your 1957 vacation yet? Read the following, as we think we have an excellent suggestion.

Some time ago, a member of the Association asked your secretary to investigate the possibility of having a post-conference tour to Hawaii following the C.A.R.E.B. conference in Vancouver, October 19-24.

Before you decide on your 1957 vacation, we recommend that you read the following information about Hawaii as a possible vacation centre this year.

On the basis of preliminary discussions with our travel agency, here

is a tentative itinerary of the vacation for you in enchanting, tropical Hawaii.

First of all, the tour is only available to delegates who will be attending the annual conference in Vancouver and all prices mentioned for air travel are from Vancouver to Honolulu.

Thirteen-Day Holiday

Conference delegates taking the tour would leave Vancouver at 10:30 p.m., October 25 and would fly via C.P.A. direct to Honolulu, arriving there at 7:00 a.m. October 26. The tour would leave Honolulu on Thursday, November 7 at 6:45 p.m. and arrive in Toronto on Friday, November 8 at 7:00 a.m. This would give the members of the tour 12 nights and 13 days to enjoy the sun and surf at Waikiki Beach. The following is an outline of the 12-day tour that will visit Oahu, Honolulu and Waikiki.

1st day: Arrive Honolulu aboard Canadian Pacific Airlines "Empress of the Air". You will enjoy the traditional Aloha greeting and receive a fresh flower lei and then be transferred by limousine to your hotel at Waikiki.

2nd day: This is a free day during which you may acquaint yourself with Honolulu or take part in the independent activities at Waikiki Beach.

3rd day: Today you will enjoy an all-day trip around the Island of Oahu. Your route takes you through part of downtown Honolulu, residential district of Nuuanu Valley and to the Pali, where you will enjoy a splendid view of the windward side of the island. You then proceed via Kaneohe, Kahaluu, Waiahole and Hauula to Laie to visit the beautiful Mormon Temple. A luncheon stop is made en route. You will then proceed past Kahuku Plantation, Waianae and Haleiwa to Schofield Barracks, one of the largest army installations

in the Pacific. On the return to Waikiki, in the late afternoon, you will witness a fine panoramic view of Pearl Harbor. The evening is free.

4th day: This morning we will make a trip through the city itself, visiting Punahou School, the University of Hawaii, fine residential districts, the War Memorial Cemetery in Punchbowl and Mt. Tantalus. Luncheon is enjoyed at Waioli Tea Room. The afternoon and evening are free.

5th day: A short walk will take you to Kapiolani Park where you may enjoy the Eastman Kodak Company's Hula Show. Be sure to bring your camera. The afternoon and evening are free.

6th day: Today we make a morning trip to visit the east and north-east side of the island. Our route takes us past Diamond Head, delightful Kahala, the Waialae Golf Club, thence to Koko Head and Makapuu Lighthouse; continuing through Waimanala and Kailua, lovely beach residential areas, we then motor up the scenic Pali road and return to Honolulu shortly before noon. The afternoon and evening are free.

7th day: Today we will enjoy the famous "Hawaii Calls" radio broadcast under the huge Banyan tree at the Moana Hotel. Luncheon is included.

8th day: A free day to visit the many churches in the city of Honolulu. In the evening we will motor to Queen's Surf Gardens, former home of a multimillionaire, where we will partake of a "Luau" (Hawaiian Feast). You will enjoy the many exotic Hawaiian delicacies and fine Hawaiian entertainment.

9th day: A free day to visit the neighbor islands.

10th day: Another free day to spend as your fancy dictates.

11th day: Another free day to enjoy the many recreational activities at Waikiki.

12th day: Transfer to the airport



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Rates Per Person

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We would point out that although the delegates should leave in a group, it is not necessary to return in a group and any delegate wishing to stay for a shorter period or longer period, simply has to subtract or add a total of \$7.18 per day to the \$118.67 for the 12 days, as outlined above.

The members of the tour would be staying at the Moana Hotel which is on Waikiki Beach and one of the major hotels on the island of Oahu, wee capital island of Hawaii. The rates quoted above do not include meals.

The air travel from Vancouver to Honolulu and return is \$250 per person.

All in all the above tour in our opinion is an excellent one and takes in all the major points of interest in Hawaii. The cost of the tour is most reasonable and is on a group basis.

Make Your Plans Now

Once again, if you have not yet planned your vacation for 1957, here is your opportunity to have that holiday that you couldn't have until now and also have it with many friends, which makes any holiday that much more enjoyable.

If you are interested in knowing more about our proposed tour, or if you have any questions, we would ask you to contact Bill Follows, Executive Secretary, C.A.R.E.B., 1883 Yonge St., Toronto.

We are most anxious to get some indication as to the number who will be taking this tour as early as possible, so we would ask that you advise us immediately if you are even tentatively interested.

CORRECTION

In the January issue there appeared an article by L. A. Barette entitled "Maisons de Deux a Quatre Logements". On page 26 under the sub-heading "1) Arrerages", four percentages appeared as 15 per cent, 27 per cent, 11 per cent and 27 per cent when in fact they are .15 per cent, .27 per cent, .11 per cent and .27 per cent.

Your PUBLIC RELATIONS

How Are Your Telephone Manners?

Most people hate to be asked "Who's speaking?" over the telephone.

One Toronto realtor has a secretary who enquires so politely that she actually makes you want to tell her. It's not so much the words that she uses—something like "May I tell Mr. So-and-so who is calling?"—as the inflection and friendly warmth of interest in her voice.

Although 80 years have passed since Alexander Graham Bell invented the telephone, many of us don't know how to make the most of the instrument's potentialities.

The telephone presents a tremendous opportunity to build goodwill and sales. But, like anything else, knowledge of the proper techniques is essential. Here are 10 commandments whose observance brings desirable results:

1. **Speak clearly**—focus your voice on the mouthpiece. The telephone is designed to pick up only those sounds originating directly in front of it.
2. **Be imaginative**—visualize the person to whom you're talking. Don't regard the telephone as an end in itself, but speak through it face-to-face with the caller. Use his or her name frequently.
3. **Be prompt**—people hate to be kept waiting on the line. In such circumstances, a minute seems like an eternity. Should you leave your desk, inform the switchboard as to where you may be found.
4. **Be specific**—save time by identifying your firm and yourself in answering a call. Example: "Jones Realty Company, Mr. Walker talking".
5. **Be yourself**—your bright, smiling

personable self. But don't overdo it—gushiness has a phoney ring.

6. **Be tactful**—don't argue, lose patience or become inattentive. If it is necessary to interrupt a caller, first request permission to do so. When you have to consult your files or another person, ask to be excused. If obtaining the necessary information requires more than a minimum amount of time, offer to call back.

7. **Be appreciative**—if unavoidably you've had to keep a caller waiting, apologize for the delay.

8. **Be ready**—in making a call, have your notebook, pencil and records ready for use. Then any delay in finding them will be avoided.

9. **Be helpful**—no one likes to have to repeat what he has already said to another person. Unless you can handle a call yourself, offer to have it transferred immediately to the proper party.

10. **Be gentle**—after finishing a conversation, don't drop the receiver on the cradle. Replace it gently to avoid giving the impression of a "slammed door".

Some of these tips are original with highly successful real estate brokers, others are offered by the Bell Telephone Company of Canada. You no doubt have additional suggestions of your own.

Where the ideas come from doesn't much matter, as long as they're put to work. Doing so will help ensure your success by telephone!

Q: Should I get my secretary to telephone for me?

A. Not unless you are ready to talk as soon as the connection is made. To phone anyone, then keep him awaiting your pleasure, is "dynamite".

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APPRAISAL SECTION

Your Appraisal Editor, J. I. Stewart, is a graduate of the University of Toronto and Osgoode Hall Law School. He has also successfully completed the Post Graduate Course in Town and Regional Planning at the University of Toronto and is a graduate student in the Institute of Business Administration of the School of Graduate Studies, University of Toronto. Mr. Stewart is manager of the Appraisal and Mortgage Department of Shortill & Hodgins Ltd., Toronto.



J. I. STEWART
M.A.I., A.A.C.I.,
S.R.A.

For What It's Worth

Appraising as an Independent, Non-Realtor Appraiser

The next few articles in the Appraisal Section will discuss the relationship between appraisers and realtors. Actually the first of these appeared in the September issue with Art Jellis' article "Appraising in a Multi-Office Real Estate Firm".

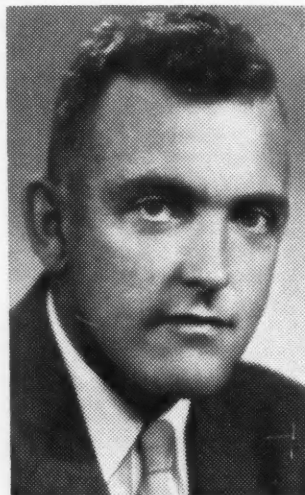
Others in the series will be: "Appraising as an Independent Non-Realtor Appraiser" by D. MacKenzie; "Appraising in a Medium-sized Realtor's Office" by J. I. Stewart; "How the Appraiser Can Help the Realtor", reprinted from the Philadelphia Real Estate Board's publication.

* * *

How can you appraise real estate without a sales department? We find this question waved before us like a red flag. It is an excellent indication of how little the general public knows about the work of a real estate appraiser. Appraisers in the past have not endeavored to sell their work to the public. A sales department in our organization would be another very important source of information but certainly not the be all and end all. The importance of such a department would depend upon the scope of its activities. Such a department to be of maximum importance should be a complete real estate office active in all forms of commercial, industrial and residential selling and maintaining complete records. As everyone knows this is another big business. There are few such offices operating over a very extensive area.

Constant Contact With Market

Appraisals of real estate are the largest part of our business—appraisals for many purposes and appraisals for many clients. We have no sales department but we are in constant contact with the market through personal interview, investigation of sales and sales records. Our property management department opens up wide fields in the income expense of operating investment properties. Many of our regular clients are also a helpful source of such vital information. Our construction department offers up-to-date information on the basic costs of replacement. These costs are preferred to the use of tables. They tend to indicate an upper limit of value for an appraiser. This department also lends authority to the ticklish problem of estimating physical depreciation. Within the organization we have a land development and engineering depart-



This month's author is A. D. MacKenzie, B.A. Sc., M.A.I., of Chaffe, MacKenzie & Ray Ltd., Toronto real estate appraiser firm. He graduated from the University of Toronto in engineering in 1943, and after war service joined the Foundation Company as a construction director. He joined his present firm about 11 years ago and is now vice-president. A previous article by Mr. MacKenzie on Accrued Depreciation appeared in the November 1955 issue of the Realtor.

ment. From this department we gain further insight into the cost of raw land, the costs of developing this land for the best use, the problems of services and their availability. Here we also learn the ins and outs of rights-of-way, easements, private restrictions and public restrictions; why there are such things and where to expect them in our regular appraisal work.

Everyone is an appraiser. Some are qualified authorities on real estate value, some are qualified to value antique furniture and some are just qualified. However, most people have an opinion on many things, and what is an opinion but an appraisal? Let us not forget that a proper appraisal is based on fact. It is the opinion of a man who has the experience, the knowledge and the know-how to digest these facts and present a realistic conclusion. So, every man is an appraiser. What are his qualifications?

Qualifications and their value are of prime importance to your prospective client. This client is at once an appraiser of your qualifications. The school of hard knocks commonly called experience is still a convincing teacher. In bygone days the local horsetrader was an excellent example. While he appraised the real estate, he had an

eye for those other rights of ownership and was also making a shrewd opinion of his adversary. He had to be good to exist because he backed his opinion with cash. Experience was his teacher. A fast get-away often helped too because the well-informed seller often sold the uninformed purchaser.

Fortunately such tactics are frowned upon today. A happy client is valuable asset, but plenty of the right experience has no equal. We have that extensive experience in our office with the addition of professional engineering backgrounds. These, together with the constant study and application of appraisal principles, should produce a proper result. The proper result will always contain a great deal of serious work and common sense. Always remember that just about the time you think that you have created your greatest work some buyer may deflate you by offering a great deal more. He might have something too. You never can leave a stone unturned. I recently burned the midnight oil over a nice little office building. Finally, coming up with a figure of \$300,000, a figure of which I was very proud, I offered it to our client in a well-rounded report. After a digestive period I telephoned him with fingers crossed to see how it sat with him. Said he "I like your \$300,000 but I have an offer of \$560,000." After 60 seconds silence he continued to list the complications, the leaseback and the \$250,000 net he was refusing. It sure makes life interesting.

Long-Term Statistics Vital

Like many appraisers we have our office statistics, the results of 25 years appraising. These files take the form of a card listing all the physical characteristics, the rents and expenses, the asking price or sale price obtained at time of appraisal. A very important history, and an excellent indication of value; but an appraisal must have more than that. When we are asked for an appraisal we first check our files. It is very likely that we have seen the property before. If not, there will certainly be a number in the immediate neighborhood. Some will be old and some more recent but all will be a good indication of present value to the appraiser familiar with the city trends. We check the street and neighboring streets in our weekly sales review thereby getting a further indication of value. Then we inspect the property thoroughly, inside and out, and note all the particulars. This done, we examine the comparable sales in the neighborhood. It is not possible to collect too much data with regard to the property and the district and anything relative may lead to an important fact. This includes heresay evidence which is usually plentiful and needs close scrutiny. Many facts can be checked in the registry office and this is usually the next step when local information is deceptive. The many hours necessary to do a thorough job at the registry office pay good dividends, especially in arbitration and court work. You will be well advised to make photostat copies of all the information you use. With all this comparable information on sale prices, physical aspects, incomes and expenses, you are ready to sit down and put it together. This assembly is the master stroke, the stroke that is made easy by experience and an open mind.

Working Against the Clock

The appraisal business is like any other: you are always working against the clock. To be ethical your fee is a matter of labor and materials. You must be efficient and smart to make it pay. It is all too easy to fritter away a beautiful June morning over juicy but irrelevant information. Your client is loath to pay for ill-spent time. Frequently he cannot see what he is paying for anyhow,

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if you have not disposed of his ideas with facts. Every property owner is an authority on real estate value, and particularly in regard to his own. Many are well informed and know the facts while some know only what they have heard. An appraiser must be a good listener. There may be a great deal of chaff but among the chaff is the wheat. An appraisal must sell a well-informed owner. Some are too involved in their own business to recognize real estate follies or opportunities. Many fail to see the highest and best use of their property. Yes, there is a place for a good appraiser.

Age of Specialists

It has been said many times that a home is the biggest investment many men make in a lifetime. So how do these men decide upon their investment? They have only so much money for a down payment. With this in mind they carry on their own little appraisal program to suit their needs. They investigate pretty thoroughly from this point of view. However, this same family can find their perfect home and still pick up a lemon. They must realize the trends of the city and neighborhood. What might it be worth 10 years from now? Does it appeal to a wide market? Their ideas of perfection may be very difficult to sell. There are many occasions in urban family life when it may be necessary to sell that home and on very short notice. Who might want it? These lemons should have a lower price but frequently the asking price is sky high. Your realtor's work is to get you a house that will satisfy your tastes and needs. He is not likely to go out on a limb and discourage a sale if you are happy.

More and more Canadians are employing appraisers to value their investments but we still lag far behind. A modern world is a world of specialists. Certainly a

specialist should do a better job. His extra knowledge should be worth the fee, particularly if any thought is given to the amounts in question. A realtor doing his best work has a full time occupation and an appraiser who does his best work is well aware of the same fact. Any man who does a proper job on both must narrow his working field. In so doing he is limiting the knowledge he should have. There must, however, be close co-operation to the benefit of both.

Appraiser Must be Specialist To be Acceptable to Courts

Your appraisal editor has received a number of calls concerning a report in the daily press on the talk given by V. E. Driver, chairman of the educational committee of the Appraisal Institute at the Annual Convention in Hamilton. The article quoted Mr. Driver as saying: "An appraiser, once he has received the degree of A.A.I.C., is qualified to handle all types of work. It is an erroneous idea held by many farm owners, particularly in western Canada, that a man must be a farm specialist in order to give them an accurate result."

Premise of Limited Value

Your editor feels that such a statement is only valid in those appraisals which do not have to be supported before a court or tribunal. Certainly in Ontario one of the first questions an appraiser is asked in court is to outline his experience with regard to the particular type of property; if he has none his evidence is practically wiped out. For instance, in a recent case in the Ontario Court of Appeal the court commented as to the weight to be given to the evidence of two appraisers, and pointed out that "neither of them was qualified to value land for that purpose"; the court said that for this and other reasons their evidence "is almost worthless".

Consequently it is felt that the premise has validity only when the parties are agreeable to accept the estimates of the appraiser after he (under the code of ethics of the Institute) has disclosed his experience in that particular phase. As expropriation of property is presently a major source of an appraiser's work (forming up to 90 per cent in many offices), it appears that theoretical knowledge will not suffice to qualify an appraiser as an expert witness in the case of specialized properties. Therefore the implied general applicability of the principle as reported in the daily press must be drastically limited.

Well-Known Appraiser Passes

It has been learned that Tom Hart, one of Ontario's leading and most esteemed appraisers, died suddenly on February 16. Tom was president of the Toronto Chapter of the Society of Residential Appraisers at the time of his death. He also was on the faculty of Appraisal Course No. 1 at the University of Toronto—the course co-sponsored by the Appraisal Institute of Canada, the S.R.A., the O.A.-R.E.B. and the T.R.E.B. He was to have written the appraisal article for the next issue of the Realtor.

A true and helpful friend of many appraisers over the years, and a man of exemplary personal character, Tom will be deeply missed. The sympathy of his colleagues everywhere goes out to his wife and family.

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With copy that sells, Realtors place more Classified Real Estate advertisements in The Star than in both other Toronto newspapers combined (over 19,000 more during 1956).

Toronto Daily Star

Builders' Association Elects Wade, Advocates Taxation Changes

L. E. Wade of Calgary was elected president of the National House Builders' Association at the recent annual convention held in Montreal. He succeeds H. J. Long of Toronto.

Important posts which Mr. Wade has filled in recent years include that of president of the Calgary House Builders Association, the Calgary Real Estate Board, and Alberta Real Estate Association. He was also regional vice-president of the Canadian Association of Real Estate Boards, and prior to his election to his new office was western vice-president of the NHBA.

Other new officers elected are: Reg Quart, Montreal, first vice-president; A. R. Bennett, Calgary, second vice-president; R. Ford, Victoria, B.C., regional vice-president, British Columbia; A. W. Haag, Winnipeg, regional vice-president for the prairies; Clare McCullough, Oshawa, regional vice-president, Ontario; Maurice Joubert, Montreal, regional vice-president, Quebec; W. Risley, Halifax, regional vice-president for the Atlantic provinces.

New NHBA treasurer is Harold Shipp, Toronto. Elected as secretary is L. A. Rice, Toronto.

Tax Allowance for Owners

Among the resolutions passed at the NHBA annual meeting was one concerned with income tax allowance for home owners. In view of the fact that construction costs are unlikely to fall in the foreseeable future, and that the tight mortgage situation is likely to continue, the resolution proposed that Canadian home owners be given the same measure of relief now enjoyed by U.S. home owners: that municipal taxes and mortgage interest be a deductible item when calculating income tax.

Two potential objections to this resolution were clarified by F. W. Nicolls. The Department of Finance has warned that such a concession would make any profit on the sale of a house a capital gain which would be taxed as such. Mr. Nicolls pointed out that in the U.S. no capital gain tax is collected provided the former home owner re-invests in a house of at least equal cost within one year. The number of houses sold in the



L. E. WADE
President, NHBA

U.S. upon which a capital gain tax is collected is therefore negligible—something like two per cent.

The other objection is that such a measure would discriminate against the tenant in favor of the home owner. Mr. Nicolls suggested that the exact reverse is at present true, and that a concession in favor of home owners would work to the benefit of tenants through the savings effected by home owners and landlords.

One advantage of such a measure would be flexibility of administration. On recommendation of the CMHC as to which type of housing should be encouraged, the government could designate whether full tax and interest or partial tax or interest would be allowed. In this way inducements could be offered to the small householder as against allowing full exemption to the large house owner.

Most Flexible Stimulant

In Mr. Nicolls' view, it would provide the most flexible vehicle to control and stimulate house building in whatever price class the government decided should be encouraged.

Another resolution urged that all home owners should be given an exemption from municipal taxation on the first \$5,000 of assessment, and that the federal government pay municipalities for the deficiency thus created. This measure would, in the view of the NHBA, recognize housing

as a primary necessity of life, and recognize the burden of municipal taxation which rests on home owners and in many instances discourages home ownership.

Immediate past president H. J. Long believes that home building will further be reduced in 1957. Completions for the coming year will total 100,000 to 110,000, he feels. This compares with an estimated 135,000 in 1956.

Higher prices for new houses is a certainty in most areas, Mr. Long believes, which will strengthen the market for older houses. In the readjustment to a "more realistic level of production", many builders unable to stand the intensified competition for mortgage money and customers may go to the wall. Sub-contractors and suppliers will also feel the pinch.

Decline of NHA Lending

The past year has seen a definite decline in the number of mortgages financed under NHA, Mr. Long states, while those financed by conventional lending institutions have increased.

Entry of the chartered banks into the NHA loan field has not proven a stabilizing influence, he says further. From being a non-existent source of funds for new housing in 1953, the banks reached a level where they accounted for 60 per cent of all financing under NHA; now they have practically stopped lending.

Mr. Long doubts that the rise in the NHA rate will have much effect on house production. "There's a limit to what a man can pay for a house", he comments, "and this applies to carrying charges as well as to first cost."

The enormous increase in capital expansion by private industry and government accounts for the disadvantage at which private citizens find themselves in competing for mortgage money. When the NHA rates are increased, Mr. Long believes all interest rates stiffen, repeating the condition that prevails now.

Many builders who have expanded to meet the housing need of the past decade now find themselves in difficulty. Slackening demand is partly due to the lower family-formation rate now prevailing, but ultimately, in Mr. Long's view, the industry will find itself stabilized at a high level of production. Over the next 25 years it is expected that we will build as many new houses in Canada as exist at present, to provide a total of some seven million units.

Advantages of NAREB Brokers' Institute Membership Cited

The Brokers' Institute program has a single purpose—to help you and your colleagues put up more "Sold" signs and increase your earnings in 1957. For only \$15 a year you can join forces with more than 15,000 of the most progressive and successful realtors in the world . . . and through the Institute's big 64-page bulletins, newsletters and other specialized publications, you will get hundreds of ideas to help you learn more, earn more and serve better.

Members of the Brokers' Institute are active, successful men who daily meet new challenges and develop new opportunities for real estate sales and profits. They find pride in their association with leading brokers from coast to coast, and they derive real benefit from putting to use the ideas and counsel freely offered by fellow members. They know that the timely Market Letters, Idea Letters and 64-page Bulletins they receive from their Institute are more than just "reading matter"—they are tools to aid salesmanship and build business, containing the latest factual reports, opinions and advice from realtors who are making money through modern techniques.

Since the exchange of ideas and experience among fellow brokers is the primary objective of the Brokers' Institute, more members mean more value. The current membership is the largest in the Institute's 35 year history. Your active participation can further increase the value to all members, and bring attractive returns to you in your own operation.

By joining now you will receive the latest 64-page Bulletin called "New Business from Old". It will be sent free to all new members with memberships effective January 1, 1957.

Early in 1957 the Brokers' Institute will publish a completely new edition of percentage leases, with new tables showing rates actually paid by lessees of all kinds. One copy will be sent free to every Institute member.

Other Bulletins you may look forward to receiving in 1957 are "Tested Talks for Sales Meetings", "Modern Methods of Syndicating", "Increasing Your Net Income" and "Direct Mail Pieces".

You must be a member of the National Association of Real Estate Board before you can join any of its affiliate Institutes (the Brokers' Institute being one). Fee for member-

ship in the National Association of Real Estate Boards is as follows:

For an affiliate membership \$5.00.

For a regular membership \$15.00.

The only advantage in having a regular membership would be that you would receive the weekly newsletter called Headlines which N.A.-R.E.B. puts out.

The fee for joining the National Institute of Real Estate Brokers is \$10.00.

For further information write: Ronald DeMara, Canadian Membership Chairman, 50 Sheppard Ave. E., Toronto.

National Institute of Real Estate Brokers of the National Association of Real Estate Boards, 36 South Wabash Avenue, Chicago 3, Illinois.

☐ YES, I want to get the benefits of membership in the Brokers Institute in 1957.

It is my understanding that I am to receive all Bulletins and mailings for 12 months, including the forthcoming new edition of Percentage Leases, the current Membership Roster, and the Roster Supplement, as well as the bonus Bulletin (New Business from Old) if my membership is dated January 1, 1957.

It is understood that my membership is to be—

(Please check below)

☐ Dated January 1, 1957, in which event I shall receive all 1957 Bulletins and mailings; or

☐ Dated as of July 1, in which event I shall receive the Bulletins and mailings starting with such period.

In payment of one year's dues in the Brokers' Institute I have enclosed

(Check one)

☐ \$10.00 as I am a member of the N.A.R.E.B., or

☐ \$15.00, five dollars of which is to be applied as a foreign affiliate membership in N.A.R.E.B., or

☐ \$25.00, fifteen dollars of which is to be applied as membership in N.A.R.E.B. (membership includes weekly bulletin "Headlines").

☐ Also, I enclose an additional \$1.50 for one copy of the Real Estate Salesman's Handbook, latest revised edition.

☐ And \$1.50 for one copy of the Real Estate Trader's Handbook.

Please print or type:

Name of Applicant.....

Firm Name.....

Street and Number.....

City..... Zone..... Province.....

Member of..... Real Estate Board

Sponsored by..... RONALD DeMARA

Date..... Signature.....

ONTARIO



Association of Real Estate Boards

EXECUTIVE COMMITTEE

Dick Whitney, President, Kitchener

F. N. McFarlane, Vice-President, Ottawa

Regional Directors: Wilf Webb, London; Phil Seagrove, Hamilton; W. J. Nix, Toronto; Bernie Kelly, North Bay; P. H. McKeown, Ottawa.

Secretary-Treasurer: H. W. Follows.

Hamilton

At the Hamilton Board's annual election held January 22, Albert A. Takefman was elected president, succeeding Grant W. Phinney. Frank Long is first vice-president, second vice-president and chairman of the co-op group is C. Gordon Todd. Salesman director is James Tavlin. Directors include: Ralph W. Brown, T. Glen Chambers, Victor Di Ciccio, Thomas W. Dowling, Ray C. Edwards and John G. Steadman.

Fort William

Phil Seagrove addressed the Fort William Board on co-op January 25. Purpose of his visit and talk was to encourage co-op members to list more properties through the multiple listing service. He pointed out the advantages which accrue to lister, seller, vendor and buyer, and also to the real estate profession as a whole when this system of co-operation between realtors comes into play. As evidence of its effectiveness in increasing total sales, he pointed to Hamilton's \$40-million co-op total for 1956, compared to \$1 million six years ago.



Frank Long and Grant Phinney looking with pride at the Hamilton Board's 1956 co-op thermometer.



B. J. Grosse receives his gavel as president of the St. Catharines Niagara Board from past president Andy Hawreliak. Left to right: David Plumb, Hubert Sheehan, both directors, F. L. Laundry, first vice-president, Mr. Grosse, Robert Shumilo, second vice-president, P. J. Gosen, director, Mr. Hawreliak, and Dick Whitney, O.A.R.E.B. president.

St. Catharines-Niagara

A defence of the tight money policy of the Canadian government was made by Pat Harvey of Brantford in addressing the St. Catharines-Niagara Board on January 16.

"There must be some form of economic control," he said. "The type of monetary control imposed by the government at the moment is one that in the long run prevents depressions."

The present difficulty, he pointed out, is because the capital for expansion exceeds the material and labor available. "At the moment the housing field seems to have dried up as capital seems to have been channeled to industry . . . Regardless of what measures and temporary setbacks take place, the future looks rosy. There is a tremendous future for the real estate business in a young, growing country."

Phil Seagrove, who followed Mr. Harvey as speaker, felt that in the long run the tight money policy will prove a benefit to the real estate profession. Only those who know the business will last. This weeding out of the less-qualified real estate operators will increase public confidence in the profession.

Other guests at this 1957 inaugural meeting were Bill Follows, Dick Whitney, Bob Fear, F. Seehuber and Grant Phinney. B. J. Grosse was named president of the St. Catharines-Niagara Board for the new year, succeeding Andy Hawreliak. First and second vice-presidents are respectively F. L. Laundry and Robert Shumilo. Directors are E. J. Graves, P. J. Gosen, Hubert Sheehan and David Plumb.

Past president Hawreliak was presented by the Board with an inscribed silver tray in appreciation of an usually big job well done during the past two years. Small mementos were also presented to Bill Follows, Pat Harvey, Dick Whitney and Phil Seagrove for their continuous help to the Board.

Probably no form of aid to immigrant refugees is more appreciated than the action of C. K. Bradley, a St. Catharines Board member, in making an apartment available free of charge for a month to a Hungarian family. Perhaps other realtors across



S. R. Gullen, second from left, newly-elected president of the Brantford Board, receives the gavel from past president C. A. Robinson. Left is P. J. Harvey, regional vice-president of C.A.R.E.B., and right is Dick Whitney, C.A.R.E.B. president.



Welland Board's new executive, left to right front: Charles Hanna, treasurer, Phil Audet, president, and A. G. Hornick, secretary. Back: Wray Taylor, director, W. H. Burton, vice-president, D. R. Mason, director, and Dick Seehuber, past president. Director K. O. McAvoy was absent.



Past president Grant W. Phinney of the Hamilton Board hands over the gavel to President Albert A. Takefman.

Canada will be inspired to emulate this action.

The president of the St. Catharines Board has stated he is sure every member of the Board will gladly offer his services without fee to help any organization arrange temporary accommodation for refugees with any landlord willing to receive them.

Brantford

The annual meeting of the Brantford Board was held January 9, when S. R. Gullen was elected president, succeeding C. A. Robinson. Co-op chairman is J. D. Fachnie, vice-president is L. Randall and directors are George Main and George Elliott.

Dick Whitney, president of O.A.R.-E.B., was guest speaker. He outlined

the great consolidation of Boards which has taken place in Ontario during the past year, and gave much of the credit for the success of the Association to Pat Harvey during his term as president.

Welland

Phil Audet has been elected president of the Welland Board for 1957, succeeding Dick Seehuber. Vice-president is W. H. Burton, Charles Hanna is treasurer and A. G. Hornick is secretary. Directors include Wray Taylor, D. R. Mason and K. O. McAvoy.

Elections were held on January 9 when a program of activity was planned for the coming year.

Ontario Board Elections

Galt - Preston - Hespeler: Larry Brundage is president, succeeding Mervin L. Himes; vice-president is Bob Wolfe, treasurer is Frank Brewer, and secretary is Mrs. G. W. Pulling.

Kitchener-Waterloo: Abram Wiebe is president, succeeding Wes Callander; vice-president is Max N. Lauer, secretary is William G. Caton and treasurer is James C. Malleck. Directors are Carl Martz, Cyril Schill, Lloyd Long, Miss Margaret Meindl, P. A. Bender and Karel Stark. Director to O.A.R.E.B. is Abram Wiebe.

Realtors' Association of Greater Niagara: R. A. Fear is president and C.A.R.E.B. representative, succeeding

Dave McMillan. Vice-president, co-op chairman and representative to O.A.R.E.B. is Ed Holt. Directors are E. Jeremias, Murray Ruta and Hugh Hart, the latter also vice-chairman of co-op.

Orillia: Glen Swallow is president, vice-president is Don Campbell, secretary-treasurer is Jack Whitney and director is Norman Holmes.

Oshawa-Whitby: Jay Goyne is president, succeeding W. Paul Ristow. Carl B. Olsen is vice-president, secretary-treasurer is John Bolahood, and directors are Robert S. McCallum and Don Mountjoy.

Sarnia-Lambton: Barney Clarkson is president, Frank B. Clarke is vice-president, secretary is Charles Lefave and treasurer is L. J. Walker. Directors are Art Bradley, Angus Buchanan, Harold J. Tichbourne and D. B. White.

Sault Ste. Marie: W. A. Rodman is president, E. Bruce Fleming is vice-president and Mrs. M. E. Eddy is secretary-treasurer. Directors are W. R. Chitty, C. Scott and M. Radke.

Windsor: Alex E. Hoffman has been re-elected president; first and second vice-president are respectively R. W. Hyland and T. M. Simpson. Ivan Thrasher is secretary-treasurer and a director. Other directors include H. Machina, George Robarts, F. J. Kulick, J. Stankov, G. Maxwell and J. Clarke. Alex Hoffman is O.A.R.-E.B. representative and U. G. Reaume is C.A.R.E.B. respectively. Co-op chairman is Clifford Duchene.

Woodstock: M. McConnell is president, secretary-treasurer is W. J. Brown and directors are F. Bond and J. Hnatuk.

Oakville-Trafalgar: J. P. Curran is president, succeeding J. F. Burkart. Vice-president is R. H. Plewman, secretary-treasurer is H. F. Johnston, and directors are J. E. Craigmyle and W. Turnbull.

Guelph: D. A. McDougall is president, succeeding Marshall Revell. John Freure is vice-president, secretary-treasurer is Mrs. Frances D. Murphy, and directors are Edgar Bradley, Elmer Awrey and Earl Swanton.

North Peel-Dufferin-Halton: Honorary president is H. A. Clark. President is E. Mitchell, vice-president is H. Knight, K. Darch is secretary-treasurer. Directors are H. Hare, W. Sansford, G. Hutchinson, P. Starr, G. Harris and Don Trask.

London: George Insell succeeds C. F. Saddington as president, vice-president is W. J. Walkom and honorary secretary-treasurer is Bob Allison. Directors are Robert Weir, W. S. Evans, E. Newhook, E. Lauckner and Al Sinnott.

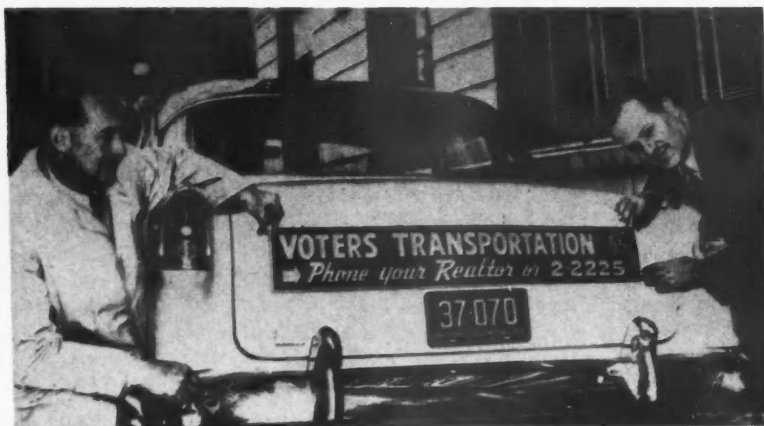
COAST TO COAST

Victoria

A short while ago a civic election was held in Victoria, and the Board directorate proposed that local realtors should supply transportation to the polls for voters. The purchase of automobile bumper signs was authorized. These were black with luminous red lettering reading "Voters Transportation—Phone Your Realtor or 2-2225" (which is the number of Board headquarters).

The result was over 150 requests for transportation made to the Board office, in addition to the many calls received by various member offices.

Both local newspapers commended the scheme on the editorial and front news pages. Certainly this is one case where a genuine civic service was combined with the opportunity of obtaining good publicity for the Victoria Board. It is possible that other Boards may wish to implement the same idea in their own communities.



W. Boorman, Boorman Investment Co. Ltd., Victoria, and F. N. Cabeldu, president of Victoria's Multiple Listing Bureau, show the car bumper sign which was used to publicize the election transportation provided by Victoria Board members.

Closing the Sale

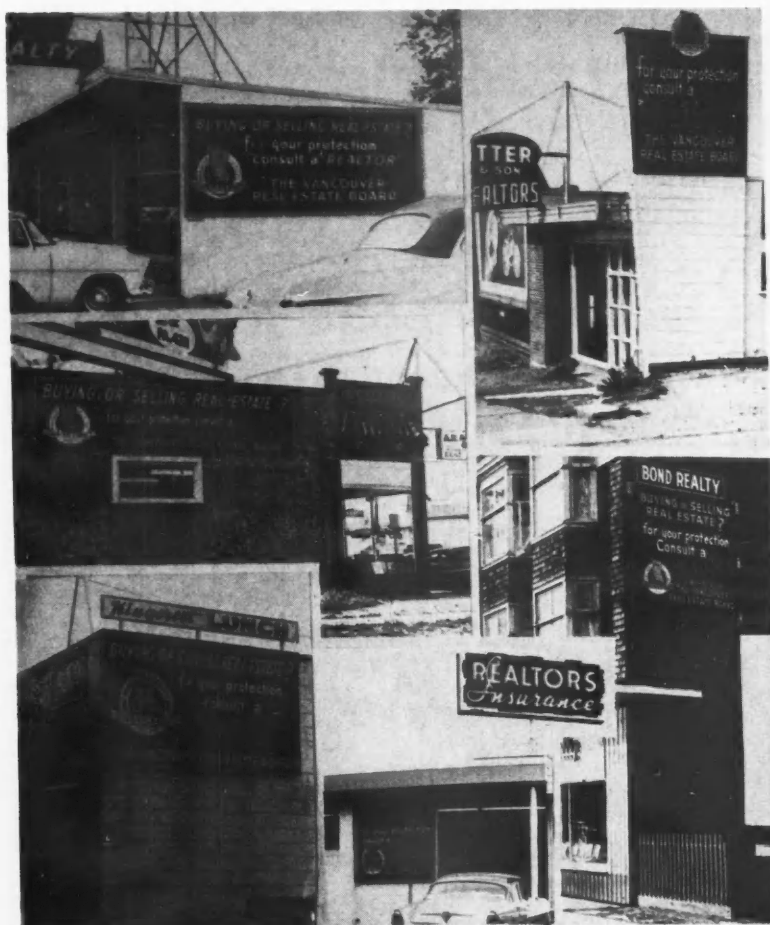
Some reasons why sales are hard to close—difficulties arising prior to closing process:

- 1) Improper pricing.
- 2) Property not being shown to the right prospect.
- 3) Realtor is unprepared.
- 4) Lack of information required by prospect.
- 5) Careless analysis of prospect's needs.
- 6) Failure to analyze ability to pay.
- 7) Failure to arrange comparative showings which will put your property in a good light.
- 8) Lack of knowledge of going prices in surrounding neighborhood.

If any of these factors are reason for failure to close, the salesman is at fault. Solution? Go back over the deals you've lost, and look for the reasons. If you do this honestly you'll end up with a list of reasons why you're not more productive.

Difficulties arising during the closing process:

- 1) Buyers hesitate to part with money, postpones decision.
- 2) Importance of decision overwhelms people, they want to think it over some more. But each step in the progress of the sale should little by little intensify the desire to own. How to increase this desire? Give an interesting summary of the property's selling points; give them from another angle, add new selling points.



Here's how Vancouver realtors publicize their membership in the Vancouver Board. The Board pays for the uniform signs which are erected on members' premises with member permission. Almost 200 members now have these signs displayed, and the Board has orders to fill for months ahead.

**ALBERTA**

Real Estate Association

Recommendations re Licensing Act

A delegation representing the Alberta Real Estate Association recently attended a special meeting with Provincial Cabinet officials to discuss changes in the Alberta Real Estate Agents' Licensing Act.

The delegation presented a brief containing a number of recommendations, the most important of which is the suggestion that all future applicants for salesmen and agents license in the Province of Alberta take a written examination as a prerequisite to licensing.

The brief was presented by a Calgary solicitor, Sam Helman, Q.C.;

the delegation consisted of J. Weber and Stan Melton, both of Edmonton, and A. M. Edwards, Art Dixon, MLA, and W. F. Johns of Calgary.

The presentation received a most cordial reception by the Cabinet Committee, and the Chairman, the Hon. A. J. Hooke, Minister of Municipal Affairs, suggested that the Alberta Real Estate Association draft up proposed legislation for submission to the Cabinet as a whole and to the Alberta legislature.

Board Elections

At the time of writing, the major real estate Boards in Alberta are approaching their annual meetings.

EXECUTIVE COMMITTEE

Aubrey M. Edwards, President, Calgary
J. N. Winterburn, vice-president, Edmonton
Directors: E. Jackson, Calgary; E. Sanders, Calgary; H. Milstad, Edmonton; R. Grierson, Edmonton; J. Rushfeldt, Delburne; L. Coward, Lethbridge; E. A. Wiseman, Red Deer.

The Calgary Real Estate Board Annual Meeting was held January 18 and the Edmonton Real Estate Board held their election January 29. The officers and directors of these Boards are as follows:

Edmonton Real Estate Board

Past President—H. R. Kellough.

President—H. L. Molstad.

Vice-President—S. M. Beckhuson.

Directors—J. Liteplo, J. C. Young, Bruce Graham, Gordon McAfee, P. A. Buttar, Ivan Casey, E. E. Drever.

Calgary Real Estate Board

Co-operative Limited

President—C. Elmer Sanders.

1st Vice-President—E. B. Lyle.

2nd Vice-President—J. I. England.

Past President—John T. Rich.

Directors—Walter A. Brown, V. L. Hawkes, Peter Sandall, Hardie de Forest, L. S. Irvine.

Executive Secretary — W. Frank Johns.

Calgary Board Advertising

The President of the Calgary Real Estate Board, J. T. Rich, has announced the advertising program to be carried out in both Calgary newspapers during the next six months. A series of display advertisements emphasizing the functions of the real estate Board and the Co-operative Listing Bureau are presently being prepared by the Board's advertising agency.

There's No Doubt About It

I won't is a tramp,
I can't is a quitter,
I don't know is lazy,
I wish I could is a wisher,
I might is waking up,
I will try is on his feet,
I can is on his way,
I will is at work,
I did is no wthe boss!

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Real Estate Association

PROFILE



Fern Pavelick
Prince Albert

Now owner of Town and Country Real Estate Co. in Prince Albert, Fern Pavelick is also playing a leading role in SREA activities. A comparative new-comer to local real estate circles, Mrs. Pavelick first started four years ago as a salesman for Barkwell Agencies, and within a year she opened her own office.

Since being elected to the executive committee of the Saskatchewan Association, she has resolved to put the Prince Albert Board on the map. She enlisted the active help of SREA President Harry Link and now, as a result of much work and persistent effort, the Prince Albert Board has been completely reorganized and members have enthusiastically responded to their responsibilities.

Members of the Prince Albert executive are: J. Wheaton, Wheaton Agencies, president; A. Fournier, Fournier Agencies, vice-president; Fern Pavelick, Town and Country Agencies, secretary-treasurer. Directors are A. Blakeley, Mahon and Blakeley; S. Loshak, Loshak Agencies; and T. Bodnar, Bodnar Agencies.

First place goes to the Prince Albert Board in the SREA current membership drive; 95 per cent of eligible brokers have become members of their Board.

Membership Drive

Membership chairman Bill Taylor of North Battleford, who is also first vice-president of SREA, said in his report to the Provincial Directors' meeting that the package membership admitting realtors to full privileges in the local Board, the Provincial Association and the National Association was being well received. North Battleford's Board reports a 90 per cent membership and Saskatoon's committee interim report indicates a better than usual percentage.

There is every chance of reaching the objective in membership, Mr. Taylor reported. Every realtor in the province will be canvassed before the end of the program.

Annual Convention

The 6th Annual Convention of the Saskatchewan Association has been set for June 21 and 22 in Prince Albert National Park, with Prince Albert Board as hosts. Peter Leier has been appointed convention chairman.

Co-op Analysis

Harry Link reports that progress is being made on the analysis of co-op selling at the national level, with which it is proposed to advocate province-wide co-op in Saskatchewan.

S.R.E.B. Elections

Saskatoon Real Estate Board officers for 1957:

President—Donald Andrews.
Secretary Treasurer — William Russell.

1st Vice-President—Harry Link
2nd Vice-President—Gordon Racine.

One of the most important functions of any association is presenting resolutions to various government and other influential bodies. We would ask all members of the association who may have a resolution they wish to submit to the Canadian Association

EXECUTIVE COMMITTEE

President—H. D. Link, Saskatoon.

1st Vice-President—W. D. Taylor, North Battleford.

2nd Vice-President—Mrs. Fern Pavelick, Prince Albert.

Directors. C. G. Langrill, Yorkton; W. J. Johnstone, Swift Current; G. Medhurst, Wilkie; R. P. Klombies, Saskatoon; Ed Hudson, Moose Jaw.

Secy.-Treas.—L. Wickett, Saskatoon.

Publicity Chairman—Mrs. Bernice Norman, Saskatoon.

of Real Estate Boards to bring it to the attention of their local real estate Board for forwarding to the Association.

**DON'T FORGET
TO MAKE YOUR
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**The 1957 National
C.A.R.E.B. Conference
is scheduled for
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1957 International Congress To Be Held at Wiesbaden

The Eighth Congress of the International Real Estate Federation will be held this year at Wiesbaden, Germany, from June 15 to 18.

Again this year, arrangements have been made for a number of Canadian delegates to attend, and enquiries from those who wish to participate should be addressed to Bill Follows, executive secretary, C.A.R.E.B., 1883 Yonge St., Toronto.

The Canadian tour itinerary is a month long (though of course this is optional for those who may have a shorter time available), and extends from June 10 to July 10. As in past years the occasion is being taken to give distant travellers an opportunity to make a European tour.

Canadian delegates will leave Toronto by TCA on June 10 and reach Berlin on the 11th, where two days will be spent sight-seeing and investigating the city's real estate organization.

On the 14th we arrive at Frankfurt where Canadian delegates will reside during the Congress. A private bus will provide transportation to and

from the Congress meetings at nearby Wiesbaden.

Early on the 19th we travel to Copenhagen to begin our guided tour of the Netherlands, Switzerland and other points. We arrive in New York the morning of July 10 and continue to Toronto.

The package tour price is \$1,389, which includes round-trip trans-Atlantic tourist-class air accommodation. Supplement for first class air accommodations between Montreal and London, Zurich and New York is \$270.

Reservations should be accompanied by a deposit of \$250 made out to the American Express Company. These deposits will be returned only if a cancellation is received at least four weeks before June 10.

A good number of Canadian realtors attended last year's Congress in Vienna, and much fruitful discussion and contact was made with realtors from other countries of the world. E. W. Gladstone, Toronto realtor, was elected a vice-president of the Federation for the second time.

Education Essential Tool In Modern Realtor's Kit

Rising educational standards for real estate brokers and salesmen ensure better qualified service for the public, declares J. S. Stevenson of Winnipeg, president of the Canadian Association of Real Estate Boards.

As a matter of fact, Mr. Stevenson goes so far as to say that ultimately a college degree may be required for those aspiring to enter the real estate business.

The trend towards higher educational standards has been accelerated in recent years, largely as a result of realtors themselves wishing to place their operations on a professional basis.

Cornerstone in the educational structure now being erected is the correspondence course conducted by the Canadian Institute of Realtors.

Says Mr. Stevenson, "Our business is alive to the necessity of training personnel able to meet the complex problems that characterize today's competitive world. Only in that way can we deliver results that prove, in property transactions, there is no place for the 'do-it-yourselfer'. We're sure we can convince the public that the man to consult in real estate matters is the realtor, just as the lawyer and doctor are consulted in legal and health matters."

nd annual european tour

CANADIAN ASSOCIATION OF
REAL ESTATE BOARDS

Make this the best convention ever. Lean back—relax—enjoy the company of your fellow realtors. See more of Europe too! American Express have planned a fascinating and comprehensive tour to enable Canadian Realtors to travel through many European countries, attend the 8th Annual Congress in Wiesbaden, Germany, and meet with prominent Realtors and Investment Executives from almost every country of the free world.

Because the tour is so compactly planned, in one month—June 10 to July 10, 1957—you will visit exciting cities in Germany, Denmark, Holland, Belgium and Switzerland. One of the highlights will be the world famous excursion to the top of Jungfrauoch—an exhilarating 11,333 ft. mountain—and no effort, thanks to Swiss engineering! And thanks to American Express, all details—travel arrangements, hotels, sightseeing, customs, mail forwarding etc.—are no effort either!

Inclusive tour price is \$1,396.70. For full details and reservations call American Express, TORONTO . . . 8 Richmond Street E., (at Yonge), phone EM. 6-2861—MONTREAL . . . 1200 Peel Street, phone UN. 6-6794, or your own travel agent.

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125 - 10th Street.
- **CALGARY, ALTA.**
Burn-Weber Agencies,
218 Seventh Ave. W.
- **EDMONTON, ALTA.**
Spencer & Grierson Ltd.,
301 Northern Hardware Bldg.
- **NIAGARA FALLS, ONT.**
David D. McMillan,
1916 Main Street.
- **OTTAWA, ONT.**
Brownlee & McKeown,
63 Sparks St.—Central 2-4203.
- **OTTAWA, ONT.**
A. H. Fitzsimmons and Son,
Realtors, 197 Sparks Street,
Ottawa, Ont. Phone CE. 6-7101.
- **PETERBOROUGH, ONT.**
Irwin Sargent and Lowes,
441 Water Street.
- **WINDSOR, ONT.**
Alex. E. Hoffman,
930 London St. West.
- **CALGARY, ALTA.**
L. T. Melton Real Estate,
614 - 8th Ave. W.,
Mobil Oil Bldg.—Phone 62251
- **CALGARY, ALTA.**
Clair J. Côté Ltd.,
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- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **MONTREAL, QUE.**
Realty Sales Company,
1499 Bishop St.—Avenue 8-8533.

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- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
1215 May Street.
- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **REGINA, SASK.**
W. Clarence Mahon,
350 Western Trust Bldg.
- **TORONTO, ONT.**
Barry E. Perlman & Co. Ltd.,
972-4 Eglinton Ave. West.
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 London St. West.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **MONTREAL, QUE.**
Realty Sales Company,
1499 Bishop St.—Avenue 8-8533.

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George C. Hay Ltd.,
418 Victoria St.

FOR IDEAL STORE LOCATIONS

- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
1215 May Street.

FOR APPRAISALS

- **CALGARY, ALTA.**
Ivan C. Robison, B.A., LL.B.,
613 Lancaster Bldg. Phone 63475.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013-101A Avenue..
- **TORONTO, ONT.**
Chambers & Meredith Ltd.,
24 King Street West.
- **CALGARY, ALTA.**
Clair J. Cote Ltd.,
41 Hollinsworth Bldg.
- **MONTREAL, QUE.**
Realty Sales Company,
1499 Bishop St.—Avenue 8-8533.

FOR SUMMER PROPERTIES

- **MUSKOKA, ONT.**
Francis J. Day,
Port Carling - Phone 84.

FOR PROPERTY MANAGEMENT

- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **VANCOUVER, B.C.**
Blane, Fullerton & White Ltd.,
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- **WINDSOR, ONT.**
U. G. Reaume Ltd.,
176 London St. W.,
802 Canada Trust Bldg.

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2 lines — 6 issues	\$3.50
2 lines — less than 6 issues	\$4.00

Additional lines, 50 cents per issue.
No charge for city and province lines.

PROFESSIONAL LISTINGS

R. A. DAVIS & CO. REAL ESTATE APPRAISERS AND CONSULTANTS

R. A. Davis, M.A.I., A.U.A., S.R.A.
357 Bay St. 13 George St.
Toronto, Ont. Brantford, Ont.
EMpire 8-9484 2-1513

Hanks & Irwin ARCHITECTS

2848 Bloor St. W.,
TORONTO
RO. 6-4155

Walter Smith & Co. Accountants & Auditors

2461 Bloor St. West,
TORONTO
RO. 9-4113

Rates for Professional Listings

For six insertions	\$50.00
For twelve insertions	\$80.00

Brokers

Here's How To Multiply YOUR SALES

By making every Realtor in the Country your agent

Move your industrial and commercial listings faster by national co-op selling through the Canadian Realtor

Your advertisement in the Realtor will serve a national co-op purpose. It will:

- Show your property to 6,700 members of the Canadian Association of Real Estate Boards from coast to coast.
- Enable you to sell more, faster, for you will have the co-operative efforts of Canada's realtors at your disposal.
- Cost you LESS than conventional methods at present employed (e.g. direct mail pieces).

Advertise your high value properties in The Canadian Realtor and thereby take advantage of this national medium to reach your fellow realtors.

Advertising Rates

Per Insertion	One Time	6 Times	12 Times
One page	\$140.00	\$125.00	\$110.00
Two-thirds page	118.00	104.00	99.00
Half-page	84.00	74.00	64.00
One-third page	64.00	57.00	54.00
One-quarter page	59.00	52.00	47.00
One-sixth page	40.00	35.00	30.00
One-eighth page	30.00	27.00	24.00

Advertising copy to be mailed to: The Canadian Realtor
19 Duncan St.,
Toronto, Ontario

The Canadian Realtor is published on the 15th of each month. Advertising copy to reach publishers no later than the 1st of the month of publication.

